

THE GRASSROOTS REPORT

2018 QUARTER 2 (APR - JUN)



This quarterly report is an overview of Amnesty's national Organising program which is sent to activist leaders and staff. It shows how we're tracking against key goals in the 2020 vision, but it is also a snapshot of some of the most exciting activities and innovations activists have done over the last few months. We want to show key examples of how our grassroots movement has had impact for human rights as a result of their commitment, strategic thinking and hard work.

The purpose of this report is to:

- enable activists to see their individual contribution and understand their collective impact
- show transparency
- share activist led innovation
- identify our areas of strength and where we need to improve

If you have any questions or comments please contact the Organising Team at communityorganising@amnesty.org.au.

Image: Activist Leadership Weekend 2018



What we are trying to achieve:

Amnesty organises a broad range of individuals across the country to be human rights activists in their community. These activists grow our movement and influence decision makers by taking our campaigns to the streets. They ensure that more Australians know about the human rights abuses going on through community events, engaging with the media and meeting with MPs. But the more unstoppable our movement is the more impact we have, which is why we have the following goals from the 2020 Vision.

2020 Goal	2018 Goal	2018 Q2
250 Action Groups covering 90% of electorates with a local plan of action	205 Action Groups covering 70% of electorates, 30% with a local plan of action	181 Action Groups covering 70% of electorates, 13% with a local plan of action
1,000 Leaders	600 Leaders and 5000 activists on Nationbuilder	351 Leaders and 2,159 activists on Nationbuilder
At least 20% of actions not centrally generated	At least 13% of actions not centrally generated (130,000 actions). For the Organising program this means 19,500 actions per quarter	8,828 offline actions in Q2

What are all these things?

In very basic terms, an activist is someone that calls on others to take action, an activist leader is someone that coordinates activists. Nationbuilder is the database we are using to track our current activist movement.

An action group is the collective noun for 3 or more activists that work together to campaign for human rights. They could include local action groups (location based), a university groups, thematic networks (not location based & campaign on specific issues) or project based teams.

Non centrally generated actions are offline actions, mainly through paper petitions.

Now, let's see it broken down even further with all the data from our Community Engagement Dashboard! (see next two pages)



Q2 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2018 Q1
No. of groups (total)	28	46	19	41	9	17	21	181	182
- Local action groups	15	29	13	26	5	10	11	109	103
- University groups	7	7	2	7	1	2	3	29	28
- Thematic groups	2	9	4	5	2	5	5	32	40
- Other action groups	4	1	0	2	1	0	1	9	7
- Temporary action groups	0	0	0	1	1	0	1	2	2
New groups	0	6	2	1	0	0	0	9	14
Groups becoming inactive	0	0	1	1	0	1	0	3	4
Electorate coverage (%)	56%	75%	0%	75%	80%	72%	60%	70%	71%
No. of groups with plans	4	0	5	8	1	0	6	24	20
No. of events	52	37	19	25	15	21	13	182	127
No. of media engagements	13	15	28	6	8	2	4	75	2
No. of MPs engaged	2	2	4	0	2	1	0	11	20
No. of offline actions (total)	1,509	2,655	855	2,261	547	537	464	8,828	10,434
- With contact details	1,110	1,632	584	367	485	464	-	4,642	3,964
- Without contact details	399	892	271	1,894	62	73	-	3,591	2,101

Q2 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2017 Q4
No. of activists trained	25	71	30	0	0	13	20	159	168
No. of activists (total)	233	554	72	624	57	307	384	2,159	2,152
<i>- Core & committed (leaders)</i>	<i>46</i>	<i>71</i>	<i>32</i>	<i>76</i>	<i>17</i>	<i>64</i>	<i>45</i>	<i>351</i>	<i>397</i>
<i>- Engaged</i>	<i>187</i>	<i>483</i>	<i>40</i>	<i>548</i>	<i>40</i>	<i>154</i>	<i>339</i>	<i>1,243</i>	<i>1,604</i>
School groups / active schools	0	15	10	0	8	6	6	143	65
No. of school visits	2	3	4	4	0	8	1	22	7
No. of youth leaders	13	0	8	0	6	0	0	144	50
No. of action centre volunteers	13	22	17	12	6	12	12	94	50
No. of volunteer EOI forms	56	0	49	165	5	30	31	336	304
No. of EOIs to volunteers	0	0	25	14	2	2	0	43	37
Volunteers hours (action centre)	729.5	1,124	241	260	223.5	428	217.5	3,223.5	3,789
No. of action centre meetings	88	15	22	49	14	15	0	203	157

Key takeaways:

GOING WELL / ON TRACK	AREAS TO IMPROVE
<ul style="list-style-type: none">• Data for this report is a lot more accurate this quarter thanks to staff and activists prioritising reporting processes more. But additional work needs to be done.• Collection of contact details on petitions has improved as well thanks to the hard work of our activists and staff• Have redefined action groups to include Other & Temporary groups. Other groups include teams of office based volunteers and Temporary groups are set up for specific projects with limited life spans. This reflects the way that people are engaging with our organisation. We are looking at other options to further expand on our group definitions.• Trialling new leadership structures around campaigns for CIE, Refugees and BRAVE. These replace our previous Advisory group structures. These structures are great because the roles have more focus on the coordination of activists on the ground rather than input into campaign strategy, although they still do that too.	<ul style="list-style-type: none">• Still a lot of data that needs to be cleaned up.• Grassroots movement remained stable in Q2, there was no growth overall, but very little decline either. Action numbers were down, likely because of lack of tactical campaign this quarter.• More effort into collecting actions with usable data.• Action Group numbers remain a challenge but reflect the decline in overall supporter numbers.

How we will improve in Q3:

In Q3 we have started work on refining our national activist journeys. This is to ensure there is a single national process for acquisition, development and retention of activists rather than a more ad hoc approach that differs region to region. These journeys will look at how we can improve processes, communications, resources, training and structures involving activists.

The first stage is looking at our Supporter to Engaged pathway, which is the point an individual expresses interest in getting more involved up until they agree to become an activist. We hope to have this completed by the end of September, so it won't be until after the Q4 report where we'll know if this has had a positive on increasing the number of activists we're bringing in to the movement. In Q3 we are preparing to move to a new and better database that will enable us to implement the pathways work. We start using our new database in October.

We are also looking at ways to improve our planning processes to prioritise growth as we have a long way to go before reaching our vision targets for the year.

Better data collection processes are also a priority looking for ways to receive more accurate data from activists for our reporting. We will also continue to clean up our data in NationBuilder to prepare for the eventual move to Blackbaud.

Innovation & Impact (just some of the many examples):

- The Activist Leadership Weekend was a three-day training and skill share event bringing together 26 incredible lead activists from across Australia and New Zealand. This was the first time we included another Amnesty section and it was invaluable in terms of the cross pollination of ideas and also to hear that our experiences are shared and similar, which led to workshopping some really innovative and strategic solutions. Each participant worked on their own 12-month leadership plan to increase our human rights impact locally. Some even got together to develop a national plan that they are busy working on implementing as a national team! The main focus of the plans is to start and build groups, to develop schools and university networks, and to strengthen activist pathways.
- BRAVE - Individual @ Risk Leadership Team held their F2F, and gave valuable feedback and ideas that have been incorporated into W4R planning. Those activists also lead the Brave stunts on 6 June for Taner.
- Participation in the Amnesty International Global Youth Summit in Kenya - Victorian University Network Convenor Julia Hansen Holme attended. Presenting learnings to Activist Leadership Weekend, YAG, Activism and Membership Committee, Leader Bulletin and working on youth partnership/buddy program with youth leaders in Asia Pacific.
- The My New Neighbour campaign launched in February and has gone from strength to strength. 35 actions groups nationally are focused on this campaign and have really started to engage deeply in the organising strategy for this campaign. These groups have mapped their community and started to build crucial relationships and partnerships to not just get their council to show leadership by passing a motion in favour of community sponsorship but to bring about large scale community change for welcoming refugees. To date 14 councils, 3 sporting clubs and 3 community groups have raised their voices in support of community sponsorship and groups are only just getting started.

If your group does something in Q2 that you think should be highlighted in the next report make sure to let your Community Organiser know or email communityorganising@amnesty.org.au.

Coming up:

- Launch of CIE 'Raise the Age' campaign to increase the age of criminal responsibility to 14. Major focus in QLD, but activists in other regions will also be lobbying their State governments.
- 'My New Neighbour' campaign for refugees continuing, activists lobbying city councils and organisations to sign up.
- Preparation for Write for Rights in Q4.
- Potential tactical campaign for Rohingya crisis.
- O Week for Semester 2.
- New YAG on board from QLD & ACT/SNSW. Recruitment for YAG for WA, SA.

For more, see the [Activism Planner](#).

Thanks for reading! We'll be back again after Q2 to show more about our organising program. If you have any thoughts, comments or questions please feel free to get in touch.